

Store Hours, 9 to 5  
For  
Wednesday

Gimbel Fashion Review presents on living models the best of the whole world's styles for fall and winter. 11 to 12:30. 2:30 to 4.

**GIMBEL BROTHERS**  
MARKET · CHESTNUT · EIGHTH · NINTH

Tuesday, September 13, 1921  
We found out long ago that pretty clothes need not be very costly. We know fashions and avoid the usual mistakes that mean waste—and added costs.

For  
Wednesday

# Fashion Writ in Yarns and Threads

## A World-Wide Exposition of the Wonderful Silks and Woolens for Fall

When the couturiers were biting their tongues, less they disclose to some rival the conjurings for Autumn and Winter, we had our Paris staff go to the makers of fabrics and see with what things the dressmakers must fashion with:

We received the reports July 26th and our own work for Fall was checked up and lines amplified, that it should be enthusiastically true that—

### Gimbels Lead in Dress Goods and Silks

This is a season of browns—not dreary browns but glorious, chocolate to banana—but shades with life to them. Green? Yes. And many blue, the

favoured classic. And black, as never before. This for the woolens—this on the word of the world's fashion fixers.

The fabrics are varied—their beauty persuasive.

We must know these things—we must know them in ample time, for

### Philadelphia Leans on Gimbels for Fashion

By knowing, we avoid the mistakes that cost money and make prices so high generally.

**A Woman Dresses Stylishly at Gimbels**  
at a saving of easily a third from prices asked by others whose styles ring true.

## SILKS—Paris' Most Talked of Colors

The glorious fuchsia shades. The new browns of a great brown season. But every color. And black, black, black!

Weaves that are classics! Among the newest—

**Krepe-Knit**—the softness and weight of cloth, the sheen of silk, the "cling" and flexibility of a fine knit fabric. Brown, navy, Japan blue and black. At \$3.95 a yard.

**"Danella,"** the Newest Triumph of Loom-Craft. Think of the peach-bloom softness and weight of duvetyn, the smart pebble weave, the draping qualities of richest Canton.

For handsome wraps and gowns. Sea green, Lucifer, amethyst, Egyptian, fuchsia, brown, seal, navy and black. At \$10 a yard.

### Handsome Black Silks Worthy of Paris' Richest "Black Themes"

Black Pebble-back Canton Crepe, \$6.00.  
Extra heavy black Canton Crepe, \$6.00.  
Black Canton Crepe, \$3.68.  
Black Satin Canton, \$4.90.

Black Dress Satin, \$1.95 to \$3.75.  
Black Satin Crepe, \$3.68.  
Black Taffeta, \$1.85 to \$3.50.  
Black Charmeuse, \$2.75 to \$5.50.

Black Crepe de Chine, \$1.65 to \$3.25.

### Smart Colored Silks

**Duvetyn**—Black, Navy, American Beauty, Copenhagen, Brown, French Blue, Pheasant, Flame, White, Jade, \$5.75 and \$7.50.

Full color assortment, including all the newest evening tints and street colors. Colored Dress Satins, \$1.95, \$2.95, \$3.75. About one hundred shades from which to choose.

Colored Satin Crepe, \$3.68 yd.

### Beautiful White Silks

White Japanese Silks, 85c to \$2.68.  
White Crepe de Chine, \$1.65 to \$3.25.  
White Canton Crepe, \$3.68 to \$4.90.  
White Satin Crepes, \$2.95 to \$5.90.

White Satins, \$1.50 to \$3.75.  
White Charmeuse, \$2.68 to \$3.50.  
Extra heavy White Canton Crepe, \$5.50.

### A Whole Section of Glorious Evening Silks

Gros de Londres, taffeta, satin, crepe de chine, Canton crepe and charmeuse—all the fashionable weaves.

At \$1.95 to \$5.50 a yard.

**Crepe de Chine**—At \$1.65, \$2.25, \$2.68, \$2.95, \$3.25 a yard.

**Brocade Canton Crepe**—A true glory silk. Pink, orchid, duck, morro, seal, navy, jade, steel, taupe and black. At \$5.50 a yard.

White, black, evening shades, sports colors and beautiful tints for lingerie. And all the popular street colors. The white and light shades launder.

**Velvet**—The fashionable millinery and trimming shades. At \$1.25 to \$4.

### Special! \$3.50 Canton Crepe at \$2.95

A rich, heavy grade for handsome gowns. Black, navy and brown.

### Special! Black Satin Charmeuse—\$3 Grade for \$1.95

A deep, brilliant black—a quality that embodies "elegance."

—Gimbels, Silk Salons, Second floor.



## Fashion Expressed in Terms of Wool Dress Fabrics

### Fall Opening of Dress Goods Salons

#### Features Three Big Specials

**2980 Yards of All-Wool Velour for Tomorrow Only, At \$1.50 a Yd.**

A Third of 1920's Price

Correct for suits and top coats. The season's best colors. None to dealers. 54 inches.

**2000 Yards of All-Wool Plaid at \$1.35 a Yd.**

Last Year \$3.50

Stylish semi-rough finish. Smart browns and navy blue effects. 54 inches.

**All-Wool Navy Blue Serge at \$1 a Yd.**

The same fine quality that was \$3.50 a yard during high-price times and scarce at that price. 50 inches.

### New Sports Fabrics

Weaves are finer, more diversified, richer and better than ever. New stripes and plaids in novelty weaves breathe the spirit of Autumn outdoor life and claim important place among the list of favorite materials.

**Satin-Finished Prunella**

\$1

**Stripes and Plaids**

and

Lattice, braid, arabour and chevron designs. 54 inches.

\$5 a Yd.

**All-Wool Plaids and Stripes**

\$2.25

Semi-rough worsted finish. Very smart, light-weight fabric. 54 inches.

to \$3.50 a Yd.

**Imported and Domestic All-Wool Velours**

\$2

New prices 50% less. Two fine qualities from Paris included. 54 inches.

to \$4 a Yd.

**Imported and Domestic Broadcloth**

\$3.25

Indorsed by Paris fashion leaders.

to \$6.50 a Yd.

**All-Silk Duvetyn From Paris**

\$5

20 new shades.

a Yd.

**All-Wool Jersey Cloths**

\$2

Wonderful new colors, including henna, jade, rust, Puritan, Beaver, Elk and popular browns and blues.

to \$2.50 a Yd.

**All-Wool Serges**

\$1

Unmatchable for quality and color and price. Prices half less than 1920.

to \$3 a Yd.

**All-Wool Tricotines**

\$2.25

to \$5 a Yd.

**New Bolivia Coatings for Autumn and Winter**

\$3.75

Dyed to blend with various furs.

to \$12 a Yd.

**All-Wool Duvet de Laine**

\$1

Suede finish. New colors. Suitable for dresses, suits and wraps.

a Yd.

—Gimbels, Dress Goods Salons, Second floor.

## New Dress Trimmings From France

### Paris Trims and Glorifies—With Girdles

Girdles that spill color and drip beauty. Pendants and bangles and tassels, too. An odd fringe of gay wood beads rained down from the square meshes of heavy silk net—fringe deep enough to "veil" her whole skirt!

And bands—like frozen rainbows. Girdles at 50c to \$7.50.

Pendants and tassels at 10c to \$12.

Wood-Bead Fringe at 75c to \$26.50 a yard.

Bands at 35c for a wood-bead "edge" to \$13.50 for heavy wide widths.

**Special—Jet Girdles at \$1.** Generously long—deeply tasseled—plenty of "jet sparkle"!

—Gimbels, First floor.

## Gimbel School of Dressmaking

### open for the season

#### Teaches Practical Making of Pretty Clothes

Six lessons for \$5.

Five sessions daily—9, 10:30, 1, 2:30 and 4.

Starting with the cuttings, there follows the many steps (made practical because they are easy and understandable) to the finished garment.

You have made yourself a costume!

You have given to yourself a new power.

—Gimbels, Enroll at Pattern Section, First and Second floors.

## Like Paris, America Accepts Black As Ultra-Fashionable

### Black Dress Fabrics for Autumn

Black Bolivia Cloth,	Width 54 ins.	Yard \$4, \$6, \$7 and \$11.25
Black Velour de Laine,	54 ins.	\$2.50, \$3 and \$4
Black Tricotine,	50 and 54 ins.	\$2.50 and \$4
Black Broadcloth,	54 ins.	\$3.50 and \$4

**SPECIAL!**

Black Poplin, \$1.25 a Yd. 38 inches

**SPECIAL!**

Black French Serge, \$1.50 a Yd. 48 inches

**SPECIAL!**

Black Broadcloth, \$2.25 a Yd. 48 inches

—Gimbels, Second floor.